



From one digital video innovation,
comes countless more.

PROCESSORS | SOFTWARE | TOOLS | SUPPORT



DaVinci™ technology is the first integrated, broadly available portfolio of Digital Signal Processing SoCs, software, tools and support optimized for digital video systems to enable innovation. It includes complementary high-performance analog and power management solutions. Built on market proven technology, the DaVinci portfolio makes creativity possible in digital video devices for the medical, industrial, automotive and consumer marketplaces.

DaVinci products are already:

- Saving OEMs months of development time
- Lowering overall system costs
- Inspiring digital video innovation

You bring the possibilities. DaVinci technology will help make them real. **That's the DaVinci Effect.**

What is DaVinci technology?

Software: Optimized, Industry Standard Compliant and Production Tested

Digital Media Software available from authorized software providers (ASPs), selection includes:

- H.264 - MPEG-4 - H.263
- MPEG-2 - JPEG - WMA9™
- WMV9™/VC1™ - G.711 - AAC+
- G.729ab - AAC - MP3

Support: Complete Support Gets You To Market Faster

- Network of Video Specialists including ASPs and ODMs
- Comprehensive Email and Phone Support

Tools: Validated Software and Hardware Development

- Digital Video Evaluation Module (DVEVM)
- Digital Video Software Development Kit (DVSDK)
- Digital Video Development Platform (DVDP)
- Code Composer Studio™ IDE
- Supports the Leading Operating Systems including MontaVista™ Linux™ and WinCE™

TMS320 Processors: Tuned for Digital Video End Equipments

DaVinci Processor	CPU	MHz	Capture/Display	Price at 10KU**
DM6446*	C64x+™/ARM™	600/300	Capture/Display	\$34.95
DM6443	C64x+/ARM	600/300	Display	\$29.95
DM6441*	C64x+/ARM	512/256	Capture/Display	\$24.95
DM6437	C64x+	400, 500, 600	Capture/Display	\$22.95
DM6435	C64x+	400, 500, 600	Capture	\$16.95
DM6433	C64x+	400, 500, 600	Display	\$16.35
DM6431	C64x+	300	Capture	\$9.95

*Includes video imaging co-processor **Suggested resale price (USD)

> Get started today with the DaVinci online lab, visit www.thedavincieffect.com

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